

ORDER



| | | |
|--------|----------------------|---------------------|
| Orders | Order / Rev: | 169433 |
| | Alt Order #: | 06378361 |
| | Product Desc: | ROMNEY 4 PRESIDENT |
| | Estimate: | 332 |
| | Flight Dates: | 10/17/12 - 10/23/12 |
| | Original Date / Rev: | 10/16/12 / 10/19/12 |
| | Order Type: | GENERAL |

WDJT-TV-LP

| | |
|---------------|----------------|
| Primary AE: | Matthew Norten |
| Sales Office: | HDC |
| Sales Region: | NAT |

| | | |
|---------------|-------------------------|-------------------------------------|
| Agency | Name: | American Rambler Productions |
| | Buying Contact: | Stephanie Kincaid |
| | Billing Contact: | |
| | | 139 Conant Street |
| | | Beverly, MA 01915 |

| | |
|--------------------|-----------|
| Billing Type: | Cash |
| Billing Calendar: | Broadcast |
| Billing Cycle: | EOM/EOC |
| Agency Commission: | 15% |

| | | |
|-------------------|-----------------------|--------------------------------|
| Advertiser | Name: | Poli/M Romney/R/Pres/US |
| | Demographic: | A35+ |
| | Product Codes: | PL Candidate |
| | Priority: | P-2 |
| | Revenue Codes: | AGY, POL, CAND |

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/23/12 | 42 | \$47,650.00 | \$40,502.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 42 | \$47,650.00 | \$40,502.50 | 0.00 |
| Totals | 42 | \$47,650.00 | \$40,502.50 | 0.00 |

Account Executives

| | | | | |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
| Matthew Norten | | | Start Of Order - End Of Order | 100% |

Order Share

| | | |
|------------|------|--------------|
| WDJT-TV-LP | 13% | \$47,650.00 |
| Market | 100% | \$366,538.46 |

Competitive Share

| | | |
|-------|-----|--------------|
| CABLE | 0% | \$0.00 |
| WBME | 0% | \$0.00 |
| WCGV | 0% | \$0.00 |
| WISN | 13% | \$47,650.00 |
| WITI | 60% | \$219,923.08 |
| WMLW- | 0% | \$0.00 |
| WPXE | 0% | \$0.00 |
| WTMJ | 14% | \$51,315.38 |
| WTV | 0% | \$0.00 |
| WYTU | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|------------------------------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 1 | WDJT | 10/22/12 | 10/23/12 | Morning News M-F 6a - 7a M-F 6a - 7a | DM | 6a-7a | MT----- | :30 | 2 | \$50.00 | P-2 | 0.00 | NM | 2 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | 2 | | | | \$50.00 | | 0.00 | | | |
| E 3 | WDJT | 10/22/12 | 10/23/12 | CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a | DM | 7a-9a | MT----- | :30 | 2 | \$50.00 | P-2 | 0.00 | NM | 2 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | 2 | | | | \$50.00 | | 0.00 | | | |

Order / Rev: 169433
 Alt Order #: 06378361
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Poli/M Romney/R/Pres/US
 Product Desc: ROMNEY 4 PRESIDENT
 Estimate: 332
 WDJT-TV-LP

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|-------------------------------------------------------|-------|-----------------------|-----|-------------|------------|-----|---------------|------|-------|------------|
| E 5 | WDJT | 10/22/12 | 10/23/12 | Price Is Right 10a-11a Price Is Right 10a-11a | CM | 10a - 11a MT----- | :30 | 2 | \$350.00 | P-2 | 0.00 | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | 2 | | \$350.00 | | | 0.00 | | | |
| E 7 | WDJT | 10/22/12 | 10/23/12 | News at Noon News at Noon | CM | 12p-1230p MT----- | :30 | 2 | \$150.00 | P-2 | 0.00 | NM | 2 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | 2 | | \$150.00 | | | 0.00 | | | |
| E 9 | WDJT | 10/22/12 | 10/23/12 | Dr. Phil 4p-5p Dr. Phil 4p-5p | CM | 4p-5p MT----- | :30 | 2 | \$300.00 | P-2 | 0.00 | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | 2 | | \$300.00 | | | 0.00 | | | |
| E 10 | WDJT | 10/17/12 | 10/19/12 | Dr. Phil 4p-5p Dr. Phil 4p-5p | CM | 4p-5p --WTF-- | :30 | 3 | \$300.00 | P-2 | 0.00 | NM | 3 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | --WTF-- | | 3 | | \$300.00 | | | 0.00 | | | |
| E 11 | WDJT | 10/22/12 | 10/23/12 | Jeopardy 6p-630p 6p-630p/Jeopardy | CM | M-F 6p-630p MT----- | :30 | 2 | \$750.00 | P-2 | 0.00 | NM | 2 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | 2 | | \$750.00 | | | 0.00 | | | |
| E 12 | WDJT | 10/17/12 | 10/19/12 | Jeopardy 6p-630p 6p-630p/Jeopardy | CM | M-F 6p-630p --WTF-- | :30 | 3 | \$750.00 | P-2 | 0.00 | NM | 3 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | --WTF-- | | 3 | | \$750.00 | | | 0.00 | | | |
| E 13 | WDJT | 10/22/12 | 10/22/12 | Wheel of Fortune 630p-7p 630p-7p/Wheel | CM | M-F 630p-7p 1----- | :30 | 1 | \$1,500.00 | P-1 | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | 1----- | | 1 | | \$1,500.00 | | | 0.00 | | | |
| E 14 | WDJT | 10/17/12 | 10/18/12 | Wheel of Fortune 630p-7p 630p-7p/Wheel | CM | M-F 630p-7p --WT--- | :30 | 2 | \$750.00 | P-2 | 0.00 | NM | 2 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | --WT--- | | 2 | | \$750.00 | | | 0.00 | | | |
| E 15 | WDJT | 10/22/12 | 10/23/12 | M-F Late News M-F Late News | CM | 10p-1035p MT----- | :30 | 2 | \$800.00 | P-2 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | MT----- | | 2 | | \$800.00 | | | 0.00 | | | |
| E 16 | WDJT | 10/17/12 | 10/19/12 | M-F Late News M-F Late News | CM | 10p-1035p --WTF-- | :30 | 3 | \$800.00 | P-2 | 0.00 | NM | 3 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | --WTF-- | | 3 | | \$800.00 | | | 0.00 | | | |
| E 17 | WDJT | 10/23/12 | 10/23/12 | Tu 7p - 8p NCIS | CM | Tu 7p - 8p -1----- | :30 | 1 | \$6,000.00 | P-1 | 0.00 | NM | 1 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -1----- | | 1 | | \$6,000.00 | | | 0.00 | | | |
| E 18 | WDJT | 10/23/12 | 10/23/12 | Tu 8p - 9p NCIS: Los Angeles | CM | Tu 8p - 9p -1----- | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -1----- | | 1 | | \$3,000.00 | | | 0.00 | | | |
| E 19 | WDJT | 10/17/12 | 10/17/12 | Wed 8p - 9p Criminal Minds | CM | Wed 8p - 9p --1----- | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | --1---- | | 1 | | \$3,000.00 | | | 0.00 | | | |
| E 20 | WDJT | 10/17/12 | 10/17/12 | Wed 9p - 10p CSI: Crime Scene Investigation | CM | Wed 9p - 10p --1----- | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | --1---- | | 1 | | \$3,000.00 | | | 0.00 | | | |
| E 23 | WDJT | 10/20/12 | 10/20/12 | CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a | CM | 6a-9a -----1- | :30 | 1 | \$50.00 | P-2 | 0.00 | NM | 1 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|------|-------------------|-----------------|-------------------------------------------------------|-------|-------------------------------------|-----|-------------|---------------|-----|------|------|-------|-------------|
| E 23 | WDJT | 10/20/12 | 10/20/12 | CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a | CM | 6a-9a -----1- | :30 | 1 | \$50.00 | P-2 | 0.00 | NM | 1 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1- | | 1 | | \$50.00 | 0.00 | | | | | |
| E 24 | WDJT | 10/20/12 | 10/20/12 | Sa 9p - 10p 48 Hours | CM | 9p - 10p -----1- | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1- | | 1 | | \$600.00 | 0.00 | | | | | |
| E 26 | WDJT | 10/21/12 | 10/21/12 | Eye to Eye Eye to Eye 7a | CM | 7a-730a -----1 | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1 | | 1 | | \$150.00 | 0.00 | | | | | |
| E 27 | WDJT | 10/21/12 | 10/21/12 | CBS Sunday Morning CBS Sunday Morning | CM | 8a-930a (8:00 AM-9:30 AM) -----1 | :30 | 1 | \$750.00 | P-2 | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1 | | 1 | | \$750.00 | 0.00 | | | | | |
| E 28 | WDJT | 10/21/12 | 10/21/12 | Face the Nation Face the Nation | CM | 930a-10a -----1 | :30 | 1 | \$750.00 | P-2 | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1 | | 1 | | \$750.00 | 0.00 | | | | | |
| E 29 | WDJT | 10/21/12 | 10/21/12 | Sun 10-1030a Green Bay Nation | CM | 10a-1030a -----1 | :30 | 1 | \$100.00 | LUR | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1 | | 1 | | \$100.00 | 0.00 | | | | | |
| E 30 | WDJT | 10/21/12 | 10/21/12 | NFL Early Game Regular NFL Early Game | CM | NFL Early Game -----1 | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1 | | 1 | | \$2,000.00 | 0.00 | | | | | |
| E 31 | WDJT | 10/21/12 | 10/21/12 | NFL Late Game Regular NFL Late Game Regular Season | SPRT | NFL Late Game Re -----1 | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1 | | 1 | | \$3,000.00 | 0.00 | | | | | |
| E 32 | WDJT | 10/21/12 | 10/21/12 | Su 6p - 7p 60 Minutes | CM | 6p - 7p -----1 | :30 | 1 | \$6,000.00 | P-1 | 0.00 | NM | 1 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1 | | 1 | | \$6,000.00 | 0.00 | | | | | |
| E 33 | WDJT | 10/21/12 | 10/21/12 | Su 8p - 9p The Good Wife | CM | 8p-9p -----1 | :30 | 1 | \$2,500.00 | P-2 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1 | | 1 | | \$2,500.00 | 0.00 | | | | | |
| E 34 | WDJT | 10/21/12 | 10/21/12 | Su 9p - 10p Mentalist | CM | 9p-10p -----1 | :30 | 1 | \$2,500.00 | P-2 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1 | | 1 | | \$2,500.00 | 0.00 | | | | | |
| E 35 | WDJT | 10/21/12 | 10/21/12 | M - SU Late News M-Su 10p-1035p | CM | 10p - 1035p -----1 | :30 | 1 | \$800.00 | P-2 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----1 | | 1 | | \$800.00 | 0.00 | | | | | |
| Totals | | | | | | | | | | | | | 42 | \$47,650.00 |